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ABSTRACT

Three bi-annual surveys of college placement officials conducted since 1974 have revealed a number of positive trends in the profession. Trends in salaries, educational and work experience backgrounds, and concerns of placement officials are discussed briefly. Summary data collected in each of the three surveys are presented for each of the following areas: type of institution represented; designated title of college placement officers; faculty rank and tenure; office to which the chief placement officer reports; highest degree held by placement officers; full-time enrollment on the campus; factors relating to organization and administration of the placement office; years of experience in placement; years of experience other than placement; salaries of placement officers; number of registrants using the placement officer annually with relationship to the salary of the chief placement officer; salaries of directors in relation to enrollment; salary of placement officers as related to years of experience in placement; and ratio of registrants to professional members of the placement staff. Answers to each of the following questions are summarized for each of the three surveys: (1) How would you describe the students you are working with today? (2) What do you consider to be your biggest problem in placement? (3) How would you describe the attitude of your college's administration toward your office? (4) What happened to your budget in the last year? (5) Are the recruiters coming to your office well-prepared? and (6) What kind of a placement year have you had? (SC)

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A SURVEY REPORT

ON

COLLEGE PLACEMENT OFFICES

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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MIDWEST COLLEGE PLACEMENT ASSOCIATION

1978

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AN OVERVIEW

Three bi-annual surveys of placement officials since 1974 have revealed a number of positive trends in the profession.

In salary, placement directors are barely staying even with the inflationary spiral. Director salaries have increased by 12.2% since 1976, up to an average of $21,000 per year, over the 1976 level of $18,700. While less of a rise than the 13.3% average increase between 1974 and 1976, it is still a respectable figure for education. In experience, the typical placement director now has eight years in placement and ten years experience outside of placement; the director's total work experience is roughly 18 years.

Assistant director salaries appear to be lagging slightly. Like placement directors, the typical assistant director has ten years of experience outside of placement, but only three years in actual placement work. With 72.2% of the experience of their directors, or 13 years, assistant directors average 71.4% of their salary. Surveyed assistant directors' salaries remained stable at $15,000 per year between 1976 and 1978, after an 11% increase between 1974 and 1976.

In both positions, the trend has been toward higher academic degrees. In 1974, 60% held the masters degree, and 12.2% the doctorate. By 1978, the percentages had increased to 65% at the masters level and 19.4% at the doctorate. The incidence of bachelors degrees in placement dropped significantly, from 27% in 1974 to 15.5% in 1978. Newer staff are being added, lowering the average years of experience for placement professionals overall.

In both the 1976 and 1978 surveys, a full three quarters of placement officials reported that their college or university administration was positive and supportive toward the placement office. In spite of this healthy atmosphere, budget growth appears to be leveling off. While almost half the respondents in the 1976 survey reported a budget increase, this year budgets

were on the increase for only 29%. Another 30% felt budgets were better described as "inching upward." Each year, a solid 16% reported their budgets had remained the same.

When asked to identify their biggest problem in placement, "lack of resources" -- budget, staff, and space -- was a major problem in the past. It still is today. "Lack of time," a symptom of inadequate staffing, was mentioned for the first time by 7% of those surveyed. Another new complaint is getting companies and students to follow procedures. Could it be that, without budget and staff to buy the luxury of time, offices are responding to increased demands with more formalized systems and procedures? The numbers would indicate that client flow is quite steady: 400 registrants to each professional. This is the same in 1978 as it was in 1974, but it may be that each client expects and demands more from the placement office. Since 1974, smaller organizations are adding placement services, bringing down the overall median number of registrants per office.

It is refreshing to note that some of the old problems have moved aside, leaving us free to worry about new ones. For one thing, students appear to be more serious about their careers. In 1974, students' lack of goals and direction was the biggest placement problem for 15.6% of the individuals in the survey group. Two years later, this issue troubled only ten per cent. This year, less than 2% put it first on their problem list; a significant shift.

A second diminishing group were those struggling with the liberal arts graduate. This was the major placement problem for one fourth of 1974's respondents. Today this group has been reduced by half -- 12.29% down from 24.5%.

Communicating with students was 1974's biggest problem for 27%. Again reduced, this issue was a major problem for only 16.3% of those surveyed.

More than half of the placement officials feel recruiters are generally well prepared. Another quarter have minor reservations. Complaints are

about inexperience or substitutions; not about the quality of recruitment.

Most placement officials agree: it has been a big year, busy and successful. Our clients are better, our systems are improving, and a better flow of dollars in the direction of placement would go a long way toward easing the pain.

Victor R. Lindquist
Associate Dean
Director

Helen S. Cooke
Alumni Placement Director

Northwestern University
Placement Center

Note: In reviewing the attached survey data, plase keep in mind that individuals surveyed did not answer every question. For this reason, totals may differ.

PLACEMENT OFFICE SURVEY

I. TYPE OF INSTITUTION REPRESENTED

	1974	1976	1978
Public	70	51	64
Private	38	45	44
TOTAL	108	96	108

II. DESIGNATED TITLE OF COLLEGE PLACEMENT OFFICERS

	1974	1976	1978
Director	72	60	63
Assistant	19	13	16
Associate	6	10	4
Coordinator	4	4	5
Placement Officer	3	1	3
Dean	2	2	2
Consultant	2	0	0
Placement Counselor	0	4	6
Placement Specialist	0	1	0
Placement Supervisor	0	1	1
Placement Advisor	0	0	1
Assistant Dean	0	0	5
Communications Counselor	0	0	1
Placement Manager	0	0	1
Vice President - Relations with Industry	0	0	1
Head	0	0	1
Associate Dean of Students	0	0	1
TOTAL	108	96	111

Related services included in titles, usually along with the word Placement

	1974	1976	1978
Career Planning	16	24	23
Career Counseling	7	6	8
Career Services	5	6	5
Career Development	2	4	5
Career Center	2	1	0
Career Orientation	1	0	0
Student Future	0	1	0
Cooperative Education	0	0	6
Career Advisory	0	0	1
Professional Practice	0	0	1
TOTAL	33	42	49

III. FACULTY RANK AND TENURE

	1974	1976	1978
Faculty Rank	31	31	28
Tenure	27	15	23
TOTAL	58	46	51

IV. OFFICE TO WHOM THE CHIEF PLACEMENT OFFICER REPORTS

	1974	1976	1978
Vice President for Student Affairs - Vice President of Student Personnel	32	26	25
Dean of Students - Director of Student Affairs (or Services)	27	27	32
Dean of the College - Other academic dean	14	21	24
Academic Vice President - Vice President of Academic Support	5	5	10
Vice President for Development - Director of Development	5	2	1
Vice President (No other designation in title)	5	2	2
President or Chancellor	3	4	1
Vice President for Administration - Executive Vice President	3	1	0
Assistant Dean or Associate Dean	3	3	5
Provost or Vice Chancellor	2	2	2
Others (Director Alumni Relations - Director of Admissions - Chairman Co-op Program - Assistant Superintendent - Assistant Chancellor - Assistant to the President - Director of Counseling)	6	0	2
Others (Vice President of University Relations - Director of Financial Aid - Associate Vice President for Student Affairs - Associate Vice Provost - Dean for External Affairs - Dean of University Relations)	0	3	5
TOTAL	105	96	109

V. HIGHEST DEGREE HELD BY PLACEMENT OFFICERS

	1974	1976	1978
Bachelor's	27	22	16
Master's	59	57	67
Doctor's	12	11	20
Education Specialist	0	1	2
Associate in the Arts	0	1	1
No Indication	0	4	2
No Degree	0	0	1
TOTAL	98	96	109

VI. FULL-TIME ENROLLMENT ON THE CAMPUS

	Directors and Other Chief Admin. Officers			Assistant and Associate Directors			All		
	1974	1976	1978	1974	1976	1978	1974	1976	1978
Over 40,000	3	2	4	1	1	1	4	3	5
30,000 - 40,000	8	4	6	3	1	5	11	5	11
25,000 - 29,900	2	1	0	2	1	0	4	2	0
20,000 - 24,900	7	6	8	3	4	7	10	10	15
15,000 - 19,900	10	5	1	5	6	6	15	11	7
10,000 - 14,900	5	7	9	7	4	5	12	11	14
5,000 - 9,900	17	10	11	3	5	7	20	15	18
3,000 - 4,900	7	9	5	2	1	2	9	10	7
2,000 - 2,900	4	3	4	0	0	1	4	3	5
1,000 - 1,900	15	13	17	1	2	1	16	15	18
500 - 900	3	7	3	0	3	2	3	10	5
Under 500	—	1	1	—	—	0	—	1	1
TOTAL	81	68	69	27	28	37	108	96	106
MEDIANS	8,500	5,500	8,000	15,500	13,700	15,000	10,800	8,200	9,900

VII. FACTOR RELATING TO ORGANIZATION AND ADMINISTRATION OF THE PLACEMENT OFFICE

	1974	1976	1978
Placement is centralized	73	62	77
Centralized except for Teacher Placement	5	7	5
Centralized except for Engineering Placement	2	0	1
Decentralized	28	25	24
TOTAL	108	94	107
Registration is compulsory	6	3	8
There is a placement fee	10	12	11
Over $10.00	-	-	3
$6.00 - $10.00	4	6	4
$3.00 - $5.00	3	5	3
Less than $3.00	3	1	1
Alumni only	-	-	4
Federal Work-Study Program, where offered, is handled by:			
The Placement Office	12	15	16
Financial Aid - Student Aid	63	48	54
Student Employment	5	6	3
Faculty - A Committee	2	0	2
Business Office	0	2	0
Personnel Office	0	4	0
Work-Study Coordinator	0	2	1
Co-op Education Department	0	1	1
Dean (Academic Dean or Dean of Students)	0	1	4
TOTAL	82	79	81
Co-op, where offered, is handled by:			
Business Department			1
Placement Office			33
Internship Coordinator			1
Co-op Education Department or Co-op Office			11
Individual departments			11
Individual schools - colleges			2
Work-Study Coordinator			1
Faculty - A Committee			4
TOTAL			64

Are you working with: (1978 only)

	YES	SOME	NO
Employment Agencies	16	8	72
Executive Recruiters	15	10	67
3rd Party Recruiters	12	7	71
State Employment Service	33	19	44
TOTAL	76	44	254

VIII. YEARS OF EXPERIENCE IN PLACEMENT

	Directors and Other Chief Admin. Officers			Assistant and Associate Directors		
	1974	1976	1978	1974	1976	1978
25 or more	3	2	3		2	0
20 - 24	4	5	3		1	1
15 - 19	7	5	12		2	1
10 - 14	13	11	12	2	2	1
5 - 9	15	12	21	8	5	7
4	10	6	4	2	1	6
3	7	7	4	2	5	6
2	5	6	6	5	2	7
1	6	9	5	4	4	5
Less than 1	10	2	1	3	3	4
TOTAL	80	65	71	26	27	38
MEDIAN	5.5 years	6 years	8 years	3.5 years	4 years	3 years

IX. YEARS OF EXPERIENCE OTHER THAN PLACEMENT

	Directors and Other Chief Admin. Officers			Assistant and Associate Directors		
	1974	1976	1978	1974	1976	1978
35 or more	0	1	3	0	1	2
30 - 34	3	3	1	2	0	0
25 - 29	6	3	6	1	0	2
20 - 24	6	6	5	3	3	1
15 - 19	14	10	7	2	2	2
10 - 14	16	12	15	7	5	11
5 - 9	16	19	15	3	8	8
Less than 5	14	9	18	7	5	10
TOTAL	75	63	70	25	24	36
MEDIAN	12 years	11 years	10 years	12 years	9 years	10 years

X. SALARIES OF PLACEMENT OFFICERS

Salaries	Directors and Other Chief Admin. Officers			Assistant and Associate Directors		
	1974	1976	1978	1974	1976	1978
$32,000 - 32,900	-	-	1	-	-	-
31,000 - 31,900	-	-	2	-	-	-
30,000 - 30,900	-	-	2	-	-	-
29,000 - 29,900	-	-	2	-	-	-
28,000 - 28,900	-	-	2	-	-	-
27,000 - 27,900	0	1	3	-	-	-
26,000 - 26,900	1	3	2	-	-	-
25,000 - 25,900	1	4	8	-	1	-
24,000 - 24,900	2	3	3	-	-	1
23,000 - 23,900	0	0	3	-	-	2
22,000 - 22,900	4	2	4	-	2	0
21,000 - 21,900	4	7	4	-	-	1
20,000 - 20,900	3	8	6	-	2	0
19,000 - 19,900	5	4	4	2	1	1
18,000 - 18,900	5	7	5	2	2	1
17,000 - 17,900	11	1	0	1	1	2
16,000 - 16,900	5	1	2	3	1	3
15,000 - 15,900	8	6	3	2	4	6
14,000 - 14,900	3	5	4	1	2	3
13,000 - 13,900	5	3	3	2	4	5
12,000 - 12,900	8	5	1	3	1	4
11,000 - 11,900	4	2	1	2	4	2
10,000 - 10,900	3	1	0	3	1	2
9,000 - 9,900	0	2	0	4	0	0
Under $9,000	4	1	1	1	2	0
TOTAL	75	66	66	26	35	33
MEDIAN	$16,500	$18,700	$21,000	$13,500	$15,000	$15,000

Median Director Salary:

Private Institutions -- $18,500
Public Institutions -- $25,000

XI. NUMBER OF REGISTRANTS USING PLACEMENT OFFICE ANNUALLY WITH RELATIONSHIP TO SALARY OF CHIEF PLACEMENT OFFICER

Number of Registrants	Number of Institutions		
	1974	1976	1978
Over 5,000	1	4	0
4,000 - 5,000	4	4	3
3,000 - 3,900	11	4	5
2,000 - 2,900	9	8	8
1,000 - 1,900	29	21	9
900 - 990	1	2	0
800 - 890	2	2	3
700 - 790	1	2	3
600 - 690	10	2	6
500 - 590	4	8	2
400 - 490	8	6	6
300 - 390	12	8	5
200 - 290	7	10	8
100 - 190	4	4	5
Less than 100	1	5	2
TOTAL	104	90	65

MEDIAN: 1974 - 1,000 Registrants
1976 - 800 Registrants
1978 - 650 Registrants

MEDIAN SALARY OF CHIEF PLACEMENT OFFICER

1974	1976	1978
$18,000 - 26 Institutions 3,000 or more registrants	$23,700 - 12 Institutions 3,000 or more Registrants	$24,500 - 8 Institutions 3,000 or more Registrants
$17,400 - 38 Institutions 1,000 to 2,900 Registrants	$21,100 - 28 Institutions 1,000 to 2,900 Registrants	$26,700 - 17 Institutions 1,000 to 2,900 Registrants
$15,500 - 18 Institutions 500 to 990 Registrants	$18,800 - 16 Institutions 500 to 990 Registrants	$22,900 - 15 Institutions 500 to 990 Registrants
$12,000 - 32 Institutions Less than 500 Registrants	$14,000 - 33 Institutions Less than 500 Registrants	$16,000 - 26 Institutions Less than 500 Registrants

XII. SALARIES OF DIRECTORS IN RELATION TO ENROLLMENT

Enrollment	Range		
	1974	1976	1978
10,000 or more	$13,000 - $26,000	$15,000 - $27,500	$19,020 - $32,000
600 - 9,500	$ 6,000 - $24,000	$ 5,000 - $24,600	$ 8,000 - $27,000
	Mean		
	1974	1976	1978
10,000 or more	$19,284	$21,515	$25,740
600 - 9,500	$14, 541	$15,764	$18,413

XIII. SALARY OF PLACEMENT OFFICERS AS RELATED TO YEARS OF EXPERIENCE IN PLACEMENT

Median Years of Experience in Placement

	Directors and Other Chief Admin. Officers			Assistant and Associate Directors		
Salary Levels	1974	1976	1978	1974	1976	1978
$20,000 or more.....	17 years	10 years	10 years	--	16 years	4 years
15,000 - 19,900.....	6 years	6 years	4 years	7 years	5 years	4 years
10,000 - 14,900.....	3 years	4 years	2.5 years	2 years	4 years	1.5 years
Under $10,000.....	3 years	3 years	--	1 year	2 years	--
Median Salary..... (Table X)	$16,500	$18,700	$21,000	$13,500	$15,000	$15,000
Median Years in Placement..... (Table VIII)	5.5 years	6 years	8 years	3.5 years	4 years	3 years

XIV. RATIO OF REGISTRANTS TO PROFESSIONAL MEMBERS OF THE PLACEMENT STAFF

Ratios	Number of Institutions		
	1974	1976	1978
Over 1,500 to 1	1	2	2
1,400 - 1,500.....	1	2	3
1,300 - 1,390.....	1	2	1
1,200 - 1,290.....	2	1	0
1,100 - 1,190.....	3	2	0
1,000 - 1,090.....	4	6	5
900 - 990.....	0	2	1
800 - 890.....	5	2	3
700 - 790.....	6	2	3
600 - 690.....	16	4	8
500 - 590.....	11	4	8
400 - 490.....	18	7	10
300 - 390.....	15	8	10
200 - 290.....	11	16	14
100 - 190.....	6	12	8
Less than 100.....	3	4	4
TOTAL	103	76	80

MEDIAN: 1974 - 400 registrants to 1 professional member of the placement staff
1976 - 360 registrants to 1 professional member of the placement staff
1978 - 400 registrants to 1 professional member of the placement staff

XV. QUESTION: HOW WOULD YOU DESCRIBE THE STUDENTS YOU ARE WORKING WITH TODAY?

1978	
20	Quality, bright, super, excellent, tops, very good, well qualified, intelligent, solid, slick, go-getters, aggressive.
45	High goals, job or career oriented, concerned about the future, interested in meaningful employment - not just a job, motivated, industrious, hard working, upwardly mobile, prepared, well-informed, more aware of market, independent, individualistic, able to accept large responsibility.
18	Conservative, practical, sincere, eager for assistance, receptive, cooperative.
18	Uncertain or unaware of the importance of career/life planning, need help, passive, need motivation, having difficulty recognizing transferability of skills to the world of work, need to be introduced to alternative/non-traditional careers, green.
15	Unrealistic expectations, want guarantees, more materialistic, seeking security and salary, unwilling to relocate, scared, afraid of rejection by employers, hungrier.
14	Unworried about the future, pleasure-oriented, immature, naive about the world of work, apathetic, dull, unwilling to accept the responsibilities of job searching, poor communication skills.
3	Mature, older, first generation college students.
2	Liberal arts interest in business careers.

XVI. QUESTION: WHAT DO YOU CONSIDER TO BE YOUR BIGGEST PROBLEM IN PLACEMENT?

1974	1976	1978	
34	23	34	Lack of resources, budget, lack of staff, lack of space, financial support.
28	14	16	Communicating effectively with students; reaching students before senior year.
25	11	12	Placing liberal arts graduates, working with them, and getting recruiters to look at them.
8	6	8	Getting faculty understanding and support.
-	-	8	Time -- not enough time.
2	2	5	Developing effective sign-up procedures -- overflow schedules.
-	-	4	Getting companies to follow procedures, (company literature ahead of time, read instructions, sending acceptance information).
6	3	4	Lack of administrative support.
16	8	3	Lack of goals and direction by students.
4	0	3	Building a career development program -- combining counseling with placement.
2	5	1	Not enough feedback from students and employers.
TOTAL 125	72	98	

1978 Miscellaneous Problems: Staff turnover, summer jobs, geographic limitations by students, tough job market, lack of responsibility by students, third-party recruiting, poorly trained recruiters.

1976 Miscellaneous Problems: Training the staff, reverse discrimination, foreign students, misfits.

1974 Miscellaneous Problems: Placing teachers, lack of preparation in technical fields, confidentiality, pre-screening, third-party recruiting, poorly trained recruiters.

XVII. QUESTION: HOW WOULD YOU DESCRIBE THE ATTITUDE OF YOUR COLLEGE'S ADMINISTRATION TOWARD YOUR OFFICE?

1976	1978	
70	76	Descriptive terms to indicate a supportive attitude were used in the following order: supportive, very supportive, positive, excellent, favorable, good, very good, cooperative, helpful, healthy, sensitive.
6	7	Favorable but unwilling or unable to increase budget.
3	4	Tolerable, mildly supportive, benign tolerance, passive.
3	2	Not fully aware of needs.
3	0	Interested in placement, but not in counseling.
6	11	Others: not so good, apathetic, extremely poor, confused, impersonal, undefined, not so good but improving, poor financial support, good financial support -- poor financial or verbal recognition.
TOTAL 91	100	

XVIII. QUESTION: WHAT HAPPENED TO YOUR BUDGET IN THE LAST YEAR?

1976	1978	
9	29	Slight increase -- inched upward
43	28	Budget has increased
15	16	Budget about the same - constant - no big change
12	8	Budget has decreased - got cut
6	7	Adequate - no problem - balanced
4	9	Others: failed to keep pace with other departments, same with threats of cutting, down but coming back, up down up down, over spent, exhausted, ?
TOTAL 89	97	

XIX. QUESTION: ARE THE RECRUITERS COMING TO YOUR OFFICE WELL PREPARED?

1976	1978	
84	55	YES, recruiters are generally well prepared
1	22	Some are well prepared - some duds; headhunters, want royalty treatment
3	6	About 75% are well prepared
1	4	Generally well prepared, but some have never interviewed before.
1	4	Only some do a good job -- last minute subs, etc.
1	2	A general deterioration in quality - careless
1	0	Recruiters from some smaller companies are not well prepared
TOTAL 92	93	

XX. WHAT KIND OF A PLACEMENT YEAR HAVE YOU HAD?

(Opened ended question; responses grouped)

1978

1	The best in history
5	The best in 10 years
9	Better than the last several years
2	50 - 70% better
3	20 - 30% better
3	10 - 20% better
30	Excellent, great, hectic
18	Very good, very busy, successful
24	Good, average
6	Fair, slow
3	90 - 100% placement
1	65% placement
4	More recruiters
5	Increased interviewing

Miscellaneous Problems Cited: Poor clerical support, lack of recruiters, lack of hiring replies, poor numbers for sign-ups, few actual job offers, changing direction, new office, weather problems.

Miscellaneous Comments: Salaries up, employers hiring more students earlier, well motivated students placed early, students taking more practical courses.